

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

October 13, 2015, 4:00 – 6:00 p.m.  
Hollywood YMCA  
1553 Schrader Boulevard

**Officers and Directors Present**

David Calabrese – CIM  
Fabio Conti, Vice President, Fabiolus Cucina  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
Chase Gordon, Avison Young  
Bill Humphrey, Hudson Pacific Properties  
Carol Massie, President, McDonald's Restaurants  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Fred Rosenthal, Ametron  
Arthur Stroyman, Secretary, Kilroy Realty Corporation  
Joyce Williams-Maxwell, Emerson College

**Absent**

Melissa Logan, Amoeba Music  
Michael Nourmand, Hollywood Athletic Club  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Helen Leung – LA Mas  
Stacey Rigley – LA Mas  
Joe Salazar – Andrews Int'l  
Sal Vargas – LA Mas

**I. Call to Order**

- Carol Massie called the meeting to order at 4:07 p.m.

**II. Public Comments & Introductions**

- Guests Helen Leung, Stacey Rigley, and Sal Vargas from LA Mas introduced themselves to the board.

**III. Approval of Board Minutes**

**It was moved by Brian Folb, seconded by Chase Gordon, and CARRIED to approve the minutes from the meeting on September 8, 2015. Unanimously approved.**

**IV. Treasurer's Report – Kerry Morrison & Joseph Mariani**

- A. **Financial Statements:** Morrison walked the Board through the September, 2015 financial statement. Expenses for August amounted to \$149,044. Year end projected cash is estimated at \$104,523.

**It was moved by Charles Eberly, seconded by Bill Humphrey, and CARRIED to approve the September 30, 2015 financial statement. Unanimously approved.**

- B. **Review of the first draft of the 2016 budget & planning report:** The ad-hoc budget committee consisting of Carol Massie and Kitty Gordillo met with staff on October 6. Joe Mariani presented to the board a first draft budget spreadsheet noting that the BID will have an excess of \$100,000 to \$157,000 in the 2015 budget which allows for a rollover into 2016. He suggested that the board take this surplus and divide between the next three (3) years with \$65,000 rolling over to the 2016 budget. The balance will be divided between 2017 and 2018, when the BID comes up for renewal. Assessments for 2015/2016 are \$1,585,780. Further work will be done between now and the November meeting when the budget will be presented for board approval.
- C. **CHC Non-Profit Status:** Morrison reported on a situation that came to her attention as preparations were underway for the Sunset & Dine event. On the Secretary of State website, it reported that the corporate status had not been updated and the Franchise Tax Board has suspended the tax exempt status for CHC. In researching this with the help of RBZ, it was determined that:
- a. Duke Gallagher was still listed as the “agent for the service of process” and therefore, official communications were going to him, and not to the staff office
  - b. As a result, the CHC had missed a payment to update the corporate registration with the Secretary of State.
  - c. Also, a \$10 filing fee was not submitted by Mr. Gallagher with the 2012 tax return, and as a result, on 9/4/15, the tax exempt status was revoked. Because notifications were presumably being sent to Mr. Gallagher, the staff was not aware of this sequence of events.

To rectify this, Morrison immediately submitted a \$20 payment to the Secretary of State to bring this current, and listed her name for Agent. Additionally, with the help of RBZ, Morrison reapplied with the Franchise Tax Board, and paid the filing fee and the penalty, which amounted to \$65. She will keep the board posted.

**V. COMMITTEE & PROGRAM REPORTS**

**A. Streetscape & Planning Committee – Chase Gordon and Matthew Severson**

1. **Utility Box Art** – Paige Emery was selected to create the artwork for the ten (10) utility boxes. It is hoped that six (6) utility boxes on the major corridors will be completed by the November Music & Arts Festival. The artwork is expected to be up for a year or longer.

2. **Selma/Ivar Public Space Installation** – LA Mas, a non-profit, presented their proposal for a temporary installation slated for the SW corner of Ivar and Selma. It would be a parklet that would last three to six months and would be designed to be interactive for the community and help to inform future public space installations. The property owner, Gil Zahavi, has agreed to host the installation. Members of LA Mas presented their ideas for the corner of Selma and Ivar to the board for consideration. This project installation is intended to be activated in time for the Music & Arts Festival. A budget request of \$20,000 for this trial project was recommended by the Streetscape Committee. In this arrangement, has LA Mas responsible for damages to the installation and the owner responsible to keep the area clean. Zahavi is currently looking into liability insurance arrangements. Because this is on private property, No Trespassing signs can be put up to discourage unwanted usage.

**It was moved by Brian Folb, seconded by Kitty Gordillo, and CARRIED to approve \$15,000 from the beautification budget for installation costs. Fred Rosenthal abstained.**

**It was moved by Chase Gordon, seconded by Kitty Gordillo, and CARRIED to authorize dedication of \$5,000 DWP grant to the Selma/Ivar project. Fred Rosenthal and David Calabrese abstained.**

**B. Marketing and Communications – Devin Strecker**

1. **Sunset & Dine** – Strecker noted that this year's event was a sellout. An initial profit/loss statement for the 2015 Sunset & Dine was presented by Strecker to the board. Income from sponsors and ticket sales were \$20,488. Expenses amounted to \$13,457. With a rollover balance of \$3,875, the total in the account is currently \$10,907. Strecker reported that there are still a few outstanding invoices and monies from ticket sales. The final accounting will be available for November's meeting. A debriefing meeting will be held after the Music + Arts Festival.
2. **#OIH2015 Only in Hollywood Music and Arts Festival** – There is great excitement over this November festival. A standing room only meeting was recently held in the BID office with the committee and venues. Space 1520 will be the hub of the event with schedules and information. A Button Program will be available to those attending. Costing \$1, these buttons will come with a cards to be filled out and put into a raffle drawing. Button-holders will receive discounts at many of the venues. Area restaurants are being contacted to offer button perks. Official festival t-shirts are planned for volunteers from local schools with the Festival logo and their school logo. Morrison added that the essence of the event is grassroots/homegrown. Many Sunset & Vine venues and businesses are participating.
3. **New logo** – The board was presented three final options for potential logos and asked to vote on their favorite. Because these will be complementary with the Hollywood BID logo, votes from both boards will be analyzed and new logos chosen.

**C. Security Committee –Kerry Morrison**

1. **Technology Upgrades** – The October monthly meeting was cancelled due to participant's time conflicts. Morrison and Mariani brought to the board's attention a need for a technology upgrade by the LAPD Hollywood Division. Currently the ten (10) public safety

camera views can only be seen in the Detective's office. With a technology upgrade the camera feeds would also be visible in the Watch Commander's office.

**It was moved by Charles Eberly, seconded by Chase Gordon, and CARRIED to authorize expenditure of the security budget (\$565) to extend viewing access of public safety cameras to the Watch Commander's office.**

**2. Homeless Issues Update**

- a. Board letter to Mayor Garcetti – Morrison reported that a representative from the mayor's office will attend the November board meeting.
- b. Meeting with Assemblymember Richard Bloom – Morrison reported on the visit by Assemblymember Bloom, Councilmember Mitch O'Farrell, and staff from Senator Ben Allen to Hollywood on 9/24/15. They were joined by three members from each of the two BIDs. Bloom was taken on a driving tour of both BIDs to see where homeless encampments had taken hold. They were also taken to the Van Ness & Sunset off ramp of the 101 freeway to witness the chronic conditions related to panhandlers and encampments in that area.
- c. Sidewalk Vending – Morrison will be attending the LA Times editorial board meeting to discuss the BID's position on sidewalk vending on October 20, 2015. The position asserted by the BIDs in LA is that each area should have the opportunity to opt into the ordinance if they want street vending. There should not be a one size fits all option for all of Los Angeles.
- d. The Washington Post article – Morrison presented the board with an article on the problems arising in San Diego after the passage of Proposition 47. It focusses upon drug addiction and the lack of treatment and the implications of this new situation.

**VI. New Business**

- D. Appointment of Nominating Committee – Carol Massie appointed three members to serve on the Nominating Committee: Bill Humphrey, Michael Pogorzelski, and Joyce Williams. The five board seats slated to expire in February 2016 are currently held by David Calabrese, Brian Folb, Michael Nourmand, Chase Gordon and Fred Rosenthal. All property owners will receive a mailing inviting applications for consideration by the Nominating Committee.

**VII. Staff Reports**

- A. "Ten Things We Learned at IDA San Francisco" – Staff attended the International Downtown Association convention in San Francisco and presented to the board ten "take-aways" they brought back to Hollywood.

**VIII. Next Meeting** - Tuesday, November 10, 2015 at 4:00 p.m. at the Hollywood YMCA.

**IX. Adjourn** - The meeting was adjourned at 6:12 p.m.